

STADIUM IMPLEMENTATION COMMITTEE

Monday September 17, 2012

4 – 6 p.m.

319 City Hall

Meeting Minutes

Committee members present; *Chairs:* Tom Fisher, David Wilson. *Members:* Russ Adams, Tim Baylor, Judy Yates Borger, Sandra Colvin Roy, Rolf Engh, Chris Ferguson, David Fields, Clint Hewitt, Betsy Hodges, Diane Hofstede, Peggy Lucas, Peter McLaughlin, Cory Merrifield, Tom Meyer, James Norkosky, Kevin Reich, R.T. Rybak, Cathy Rydell, Craig Taylor, Jesse Winkler

Committee members excused: Sarah Harris, Barbara Johnson, Wade Luneburg

Guests: Barbara Butts Williams, Michele Kelm-Helgen (MSFA); Jeff Anderson, Lester Bagley, Jim Cimas, Brian Halloran, Larry Redmond (Mn Vikings); Dick Meryhew, (Star Tribune); Lynn Littlejohn (Mortenson); Phil Eckhert (Hennepin County); Joel Leyba, Ben Pfutzenreuter, Wes Burdine (MLS4MN); John Erwin (MPRB); Max Musicant, George Puzak, Virginia Puzak.

Staff/consultants present: Peter Brown, Hilary Dvorak, Beth Elliott, Steve Kotke, Jeff Handeland, Chuck Lutz, Jennifer O'Rourke, Sally Westby, Jason Wittenberg (City)

1.0 Call to order – the meeting was called to order at 4:08 p.m. by chair Tom Fisher. Those committee members present introduced themselves.

2.0 Approval of Minutes of 8/6/12 meeting - It was MOVED and SEONDED that the minutes of the 8/6/12 Committee meeting be approved. The MOTION was APPROVED with Sandra Colvin Roy voting no.

3.0 Updates –

a) A revised map of the stadium district was passed out to committee members (appendix A) along with a revised meeting calendar. There are still some subcommittee meetings that need to be scheduled. Staff will send out a final calendar as soon as possible.

b) Chuck Lutz reported on the stadium walking tour held on 9/12. A makeup tour will be scheduled for those who were unable to attend.

c) Five firms are in the running to design the Stadium. Tom Fisher reported that all five teams seemed sensitive to the issues of concern to the Implementation Committee. Michele Kelm-Helgen said that the Metropolitan Sports Facilities Authority (MSFA) is currently reviewing the firms' proposals. A decision on which team to select is expected by Oct. 6.

In response to a question from Craig Taylor, Kelm-Helgen said that all five firms will have local partners. Mayor Rybak noted the importance of choosing a design team and construction manager that are committed to hiring locally and achieving the City's hiring goals.

d) Fan experience – The Mayor reviewed with the committee the plan for a Purple Path fan experience for 2012. Food trucks will be stationed on 5th Street between 4th and Portland prior to each home game.

16 vendors have expressed interest in taking part so far. The idea is to start small and re-assess as time goes on. The Purple Path will be a collaboration among the Vikings, the City, Metro Transit and the MSFA.

There is no real model for fan activities near an urban stadium. The goal of the Purple Path is to have an exciting active plaza and a continuous experience along 5th street from the Warehouse District to the Stadium. The City is encouraging people to come downtown even if they do not have a ticket to a game. Fans can participate in the festivities along 5th street and then go to one of the restaurants/bars to watch the game. Businesses in the warehouse district have expressed interest in being involved. Consideration is being given to closing First Avenue and having activities at the Government Center and other plazas as well.

Peter McLaughlin suggested that staff research the kinds of activities held at college stadiums in urban areas. Committee members with information should contact Chuck Lutz or Mayor Rybak.

A press conference on the Purple Path is scheduled for Wed Sept. 19.

4. Subcommittee Progress Reports – All subcommittees have met once and received background information from City staff regarding the planning work done in the area and City rules and regulations related to development, transportation, parking etc.

Tom Fisher reported that the Design Subcommittee worked on the overall vision for the stadium and will be developing design guidelines. This bulk of subcommittee's work needs to be completed by March 2013.

David Wilson said that the Planning Subcommittee also worked on the overall vision and brainstormed about planning guidelines for the larger district. Ideas included: re-establishing the street grid; leveraging the light rail station to spur development; having stadium entrances at ground level; creating green corridors; connecting the area to parks and other amenities; accommodating bikes and pedestrians; right sizing the public plaza; closing some streets on game day; and considering what should be developed in the area with or without a stadium.

The Stakeholder Subcommittee discussed the Purple Path concepts and the numerous stadium stakeholders. Chair Peggy Lucas reviewed the number of events held in the dome in 2010 (appendix B). There were 675 events attended by 266, 000 people.

Lucas said that safety would be an important issue for the stadium and the area surrounding it. The idea is to have a lively space with eyes on the plaza. Although the Hennepin County Medical Center (HCMC) is a major institution in the area, there is currently little interface between HCMC employees and the surrounding community. Stakeholders that currently use the Dome include those who like to roller blade, runners, dog owners, motor sports enthusiasts and high school sports teams and fans. The big events at the stadium are the State high school football league and motor sports activities. There are clear spikes in non-Vikings related activity at the Dome in the fall and spring.

The Mayor noted how “invisible” the non-Vikings related activities are to passersby and suggested that consideration be given to ways of making the community more a part of these activities.

Hofstede suggested inviting the wide variety of people who use the Dome to be part of the process. When the new Central Library was built, valuable input was gained by inviting input from users, including children.

Kelm-Helgen said that the programmed spaces in the new Stadium would be multi-purpose.

4.0 Vision Statement – A draft vision statement was reviewed and discussed (appendix C). A number of modifications/additions were suggested including:

- Mentioning the diversity of activities to be programmed in the stadium including things for children.
- Substituting the word “diverse” for “mixed use”
- Adding “multi-use” to the statement in bold so that it reads “best multi-use stadium
- The addition of phrasing related to the importance of:
 - 1) connections to the surrounding neighborhoods,
 - 2) all day long/all year round activities
 - 3) revitalization of the surrounding area
 - 4) a distinctive Minneapolis feel

Clint Hewitt asked whether the vision should refer to the best stadium or to the best stadium district.

Cathy Rydell proposed using the statement in bold in appendix C “The Best Urban Football Stadium in the Country” as the vision statement with points underneath it for further explanation.

Beth Elliott noted that some of the phrases discussed above might be part of the guidelines to be developed.

After further discussion, it was the consensus of the committee that the following wording should provide the base of the vision statement:

“The best urban football stadium in the country in a vibrantly developed district connected to the surrounding neighborhoods.”

It was MOVED and SECONDED, that based on this phrasing, staff develop a sharp, concise, engaging and short vision statement for committee review. MOTION CARRIED UNANIMOUSLY.

5.0 Next Meeting – Draft Principles - Discussion at the Implementation Committee meeting on Oct 15 will focus on the design principles.

6.0 Other business - A new roster is included with the meeting materials (appendix D). The roster includes Jim Norkosky of the East Downtown Council who is the newest member of the committee.

In response to a question from Rolf Engh, Lutz said there was not funding set aside for projects outside the immediate stadium area (that is the area within the red line on appendix A). \$975 million has been allocated for the stadium, plaza and parking that will occur there.

While there is no dedicated public funding outside the red line, Wilson noted that public entities do spend money in the area. A focus for the planning subcommittee will be ways to change what the public sector does in the area as well as the potential for additional funding.

The Request for Proposals (RFP) for a Construction Manager for the Stadium has not yet been issued. Work on the plaza will be part of the Construction Manager's purview.

7.0 Adjourn – 5:15 p.m.

8.0 Next Meeting – Monday Oct. 15 @ 4 p.m. Room 319 City Hall.